



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

**MEMBERS**

Amy Chambers, Chair

Rhonda Love, Vice-Chair

Claudia Ayala

Kat Engel

Judy Estrada

Robert Marquez

Jimmy Spicer

Silissa Uriarte Smith

Clay Wood

**STAFF**

Austin Metoyer, CEO

Justine Nevarez,  
Community Outreach &  
Events Manager

Kelsey Mader,  
Executive Assistant

Amanda Barrera,  
Administrative Assistant

**SPECIAL EVENTS & SPONSORSHIP COMMITTEE NOTES**

Tuesday, August 8, 2023

9:30 AM

**DLBA Conference Room**  
**100 W Broadway, Ste 120**  
**Long Beach, CA 90802**

**Voting Present:** Amy Chambers, Rhonda Love, Judy Estrada, Rob Marquez

**Voting Absent:** Silissa Uriarte Smith, Claudia Ayala, Jimmy Spicer, Clay Wood, Kat Engel

**DLBA Staff:** Amanda Barrera, Justine Nevarez

1. CALL TO ORDER and INTRODUCTIONS – Amy Chambers, Chair  
[Meeting Presentation](#). Called to order at: 9:37 AM.
  
2. **RECOMMENDED ACTION: Approve minutes from [July 11, 2023](#) Special Events & Sponsorship Committee Meeting.**  
**Motion moved to next meeting due to no quorum.**
  
3. STAFF REPORT –Justine Nevarez, Community Outreach & Events Manager
  - a. Preview & Recap of Summer Event Series
    - ‘Summer Lunch Picnic’ series kicked off and will be the 3rd Wednesday of each month through September 20<sup>th</sup>.
    - ‘Roller Disco’ (with skate rentals by Pedal Movement) had around 100 guests throughout the 5-hour event.
    - ‘Movie Night on Pine’ will take place under the historic Pine sign on August 24th from 8-11pm. The symphony will play music behind the movie selected.
    - ‘Date Night on Pine’ will be on Pine and 1<sup>st</sup>, the date is TBD as it’s being scheduled with the Mayor’s office.
  
  - b. Propose FY 24 calendar of events
    - DLBA Events
      - DLBA organized events (internal budget)
    - DLBA Sponsors
      - External organizing (DLBA provides funding)
    - Activations
      - Micro-activations for downtown (Summer Lunch Picnic, Roller Discos, etc.)
    - Event Brainstorm
      - Nevarez elaborated on the possibility of a new event (Sip & Stroll) which would pair a restaurant/bar with a retail location instead of 3 Taste of Downtown events.
      - Marquez suggested adding an event to the sponsorship column called Viva Long Beach celebrating El Grito – Mexican Independence Day.
      - Some Halloween activation ideas are bringing back Zombie Walk, and possibly an event for "Nightmare on Elm" in the East Village.
      - Marquez suggested adding more music focused events in the calendar.
      - Possibility of Beach Streets returning to Downtown.
      - Date night on Pine for Valentine’s Day produced by DLBA.

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**Tuesday, August 8, 2023**

**9:30 AM**

4. CHAIRPERSONS REPORT – Chambers
  - a. Group 1 Update – Smith
    - No Update
  - b. Group 2 Update – Estrada
    - No Update
  - c. Group 3 Update – Marquez
    - No Update
5. OLD BUSINESS
6. NEW BUSINESS
7. PUBLIC COMMENTS (three minutes on all non-agenda items)
8. ADJOURNMENT  
Adjourned at: 10:29 AM.

### **NEXT SPECIAL EVENTS COMMITTEE MEETING:**

**Tuesday, September 12, 2023**

**9:30AM**

**In Person (100 W Broadway, Ste 120, Long Beach)**

***Mission: Cultivate, preserve, and promote a healthy, safe, and prosperous  
Downtown***

All meetings held by the Downtown Long Beach Alliance shall be conducted in compliance with the Brown Act, California Government Code Section 54950 et seq., and its requirement that public commissions, boards, councils, and public agencies conduct business openly. The agenda and supporting documents are available on the Internet at <http://downtownlongbeach.org>. E-Mail correspondence regarding agenda items can be directed to [info@dlba.org](mailto:info@dlba.org). Agenda items may also be reviewed as posted in public view at the DLBA offices or at City Hall. If special accommodation is desired pursuant to the Americans with Disabilities Act, please make your request by phone to (562) 436-4259, by noon the day prior to the meeting.